



Press Release

**“MIU MIU MORE”
HOLIDAY 2018 CAMPAIGN FILM**

Desires, obsessions, passions. The needs and loves of the Miu Miu girl - her fashion fantasies, her daydreams - inspire a filmic short in celebration of the holiday period.

An alternate Miu Miu world - a magic 'Miu-niverse' created by director Gordon von Steiner - is an ode to mid-century art-house and avant-garde movies, a wild choreography of colour and light, intense and illusory, a Miu Miu mania. Impressionistic, abstract, it is peopled with cinematic homages and aesthetic memories, a polychromatic reverie.

A multifaceted cast of women - featuring Hollywood star Elle Fanning alongside models Eniola Abioro, Olivia Anakwa, Olivia Forte, Lucan Gillespie and Oumie Jammeh - portray the different interwoven traits that compose the character of the archetypal Miu Miu girl. Centre-stage are the objects of her affection - the fashion, accessories, bijoux and parfum that become her *idée fixe*.

Throughout, Elle is our heroine, our girl, playfully toying with the audience's perception and pulling us further into this irresistible motion picture hinterland, where more is never, ever enough.

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